General

# CONTENTS FOR VOLUME 4—1940

## NUMBER 1-MARCH

96 CONGRESSMEN MAKE UP THEIR MINDS	L. E. Gleeck	3
TRIBULATIONS OF A WAGE-HOUR ADMINISTRATOR	Elmer F. Andrews	25
TELLING THE STOCKHOLDERS	Dickson Hartwell	35
INFLUENCES OF WORLD EVENTS ON U.S. "NEUTRALITY" OPINION	Philip E. Jacob	48
BOLSTERING NATIONAL MORALE IN WARTIME FRANCE	French Army Officer	66
Public Opinion Survey		
BRITISH INSTITUTE OF PUBLIC OPINION	*	75
GALLUP AND FORTUNE POLLS		83 1
Analysis of Poll Results		
QUARTERLY COMMENTARY	Saul Forbes Rae	116
LOOKING FORWARD TO PEACE Hadley Cantr	il and Donald Rugg	119
PANEL STUDIES	Paul F. Lazarsfeld	122
PROBLEMS AND TECHNIQUES		
Wording Questions for the Polls	Elmo Roper	129
THREE WORDS	Edward G. Benson	130
WEIGHTED PROPORTIONS AND POLL RELIABILITY	F. F. Stephan	135
Communications		
Press, Radio, Films	O. W. Riegel	136
Public Relations Activities		
Organized Groups	C. B. Marshall	151
Government		
COMBATTING U.S. "BALKANIZATION"	Thomas S. Green, Jr.	162
MUNICIPAL PUBLIC RELATIONS	Elton D. Woolpert	164
Who's Who in Government Publicity		168

#### **Book Reviews**

Institute For Propaganda Analysis.  The Fine Art of Propaganda	George B. Vetter	171
Mosca, Gaetano. The Ruling Class	Pendleton Herring	17:
Abel, Theodore. Why Hitler Came Into Power	Harwood L. Childs	173
Lasswell, Harold D., and Blumenstock, Dorothy.  World Revolutionary Propaganda: a Chicago Study	Donald V. McGranahan	174
Albig, William. Public Opinion; and Smith, Charles W., Public Opinion in a Democracy	Jr. C. J. Friedrich	175
Beals, Carleton. The Coming Struggle for Latin America; Whitaker, John T. Americas to the South	and Edward Mead Earle	176
Lerner, Max. It is Later Than You Think	Phillips Bradley	178
Bibliography, compiled by Bruce Lannes Smith		179

# NUMBER 2-JUNE

PV

P

G

B

M

To Su Sp

B

THE ABCD'S OF KADIO AUDIENCES	H. M. Beville, Jr.	195
MIRRORS OF WAR		207
THE PUBLIC OPINION POLLS: Dr. JEKYLL OR	Mr. Hyde?	212
Introduction	Hadley Cantril	212
Democracy in Reverse	Robert S. Lynd	218
Straw Polls and Public Administration	Henry A. Wallace and James L. McCamy	221
The Polls and Other Mechanisms of Democracy	Harold F. Gosnell	224
The Congressmen Look at the Polls	George F. Lewis, Jr.	229
The U.S. Constitution and Ten Shekels of Silver	Col. O. R. McGuire	232
Opinion Polls as the Voice of Democracy	Paul T. Cherington	236
A Newspaper Publisher Looks at the Polls	Eugene Meyer	238
Climbing on the Bandwagon	Walter M. Pierce	241
Is There a Bandwagon Vote?	George Gallup and Saul F. Rae	
Polls and the Science of Public Opinion	Floyd H. Allport	244
Interviews and Interviewers	James Wechsler	249 258
		-
Representative Sampling and Poll Re- liability	S. S. Wilks	261
Classifying Respondents by Economic	Elmo Roper	270

Poll Data and the Study of Opinion	Leo Crespi	
Determinants	and Donald Rugg	273
Three Criteria: Knowledge, Conviction, Significance	Daniel Katz	277
Communications		
Press, Radio, Films O. V	V. Riegel and John Devine	285
CONTROL: FREEDOM AND CENSORSHIP		
THE Los Angeles Times Contempt Case	Charles K. Ferguson	297
CRIMINAL SYNDICALISM LEGISLATION, 1935	5-1939 E. Foster Dowell	299
Public Relations Activities		
McKesson & Robbins: A Study in Confide	NCE	
William H. Baldy	vin and Brewster S. Beach	305
PUBLIC RELATIONS OF THE 1940 CENSUS	Charles A. H. Thomson	311
Who's Who in Government Publicity		318
THE AMERICAN COUNCIL ON PUBLIC RELATI	ons Rex F. Harlow	324
Public Opinion Survey		
Analysis of Poll Results		
WAR ATTITUDES OF FAMILIES WITH POTEN	ITIAL	
SOLDIERS Donald	Rugg and Hadley Cantril	327
PROBLEMS AND TECHNIQUES		
EXPERIMENTS IN THE WORDING OF QUESTION	ons Hadley Cantril	330
CONFIDENCE LIMITS AND CRITICAL DIFFEI		33
BETWEEN PERCENTAGES	S. S. Wilks	332
GALLUP AND FORTUNE POLLS		339
Book Reviews		
Mock, James R., and Larson, Cedric. Words That Won the War	Leonard W. Doob	364
McCamy, James L. Government Publicity, Its Practi Federal Administration	ice in Charles C. Rohlfing	365
Benes, Eduard. Democracy Today and Tomorrow;	and	
MacIver, R. M. Leviathan and the People The Study of Society: Methods and Problems	Melvin Rader Clifford Kirkpatrick	368
Summers, H. B. (editor). Radio Censorship	Robert J. Landry	369
Sprout, Harold and Margaret. The Rise	Libert J. Lamity	3-9
of American Naval Power 1776-1918	Rupert Emerson	370

Bibliography, compiled by Bruce Lannes Smith

22I 

## NUMBER 3—SEPTEMBER

Le

Bi

W

D:

P

T

Co

T

Be

Fr. Ch Ro

M: Ly Bir

Fr Er

B

AMERICA FACES THE WAR: A STUDY IN PUBLIC OPINION	Hadley Cantril	28-
	*	
ORGANIZED MEDICINE ENFORCES ITS 'PARTY LINE'	Oliver Garceau	408
LORD HAW-HAW OF HAMBURG:		
	Harold Graves, Jr.	
2. His British Audience Henry	and Ruth Durant	443
The Political Front		
FROM FOUR YEARS OF POLITICS THE		
CANDIDATES EMERGE Roy V. Peel with	George Snowden	451
Analysis of Democratic-Republican Strength by		
Population Groups Edward G. Bense	on and Paul Perry	464
POLITICAL TRENDS IN INDUSTRIAL AMERICA: PENNSYL AN EXAMPLE Harold F. Gosnell and W		473
Public Relations Activities		
HUMANIZED EMPLOYEE RELATIONS:		
STUDEBAKER AN EXAMPLE	Glenn Griswold	487
A SURVEY OF EMPLOYEE ATTITUDES	Remsen J. Cole	497
Communications		
	Hodding Carter, d John McDonald	507
CONTROL: FREEDOM AND CENSORSHIP		
CIVIL LIBERTIES IN THE CRISIS	Theodore Irwin	523
THE FCC "MONOPOLY" REPORT:		
A CRITICAL ANALYSIS	C. J. Friedrich	526
Gallup and Fortune Polls		533
Book Reviews		
Lavine, H., and Wechsler, J. War Propaganda and the United States	Ross Stagner	554
Rader, Melvin. No Compromise, The Conflict Between Two Worlds; and Parkes, Henry Bamford. Marxism: An Autopsy	Lewis Corey	555
Burdette, Franklin L. Filibustering in the Senate	Charles S. Hyneman	557
Beller, Elmer A. Propaganda in Germany During the Thirty Years War	Alfred Vagts	558

Lerner, Max. Ideas Are Weapons-The	D 4 W	
History and Uses of Ideas Cantril, Hadley; Gaudet, Hazel; and Herzog, Herta.	D. A. Hartman	559
	nald V. McGranahan	560
Bibliography, compiled by Bruce Lannes Smith		562
NUMBER 4—DECEMBE	R	
CULTURE, CHANGE AND CONFUSION	Ralph Turner	579
PROPAGANDA BY SHORT WAVE: BERLIN		
• ****	Harold Graves, Jr.	601
WANTED: RADIO CRITICS	Robert J. Landy	620
DEMOCRACY DEMORALIZED: THE FRENCH COLLAPSE	Edmond Taylor	630
AMERICA FACES THE WAR: SHIFTS IN OPINION Hadley Cantril, Donald Rugg, and F	rederick Williams	651
Public Relations Activities		
THE BREWING INDUSTRY'S PROGRAM OF		
Action Carl	W. Badenhausen	657
THE "PEACE" GROUPS JOIN BATTLE	John W. Masland	664
Communications		
Press, Radio, Films Joseph Barr	nes, B. P. Garnett,	
Jeanette Sayre,	and John Devine	674
THE PSYCHOLOGY OF NEWSPAPERS: FIVE		
TENTATIVE LAWS Gordon W. Allport an	d Janet M. Faden	687
Gallup and Fortune Polls		704
Book Reviews		
Herring, Pendleton. The Politics of Democracy:		
American Parties in Action	Charles McKinley	719
Franklin, Jay. 1940	Ray F. Harvey	721
Childs, Harwood L. An Introduction to Public Opinion	Ralph D. Casey	721
Rose, C. B., Jr. National Policy for Radio Broadcasting	C. A. Siepmann	723
MacDougall, Curtis D. Hoaxes	Franklin V. Taylor	724
Lynd, Robert S. Knowledge for What?	Harold D. Lasswell	725
Bird, Charles. Social Psychology;	I P Person	
and Klineberg, Otto. Social Psychology	J. F. Brown	726
Friedrich, C. J., and Mason, Edward S. (editors). Public Policy	Roy V. Peel	727
Ernst, Morris L., and Lindey, Alexander.  The Censor Marches On	Stuart H. Van Dyke	728
Bibliography, compiled by Bruce Lannes Smith		730

3<sup>8</sup>7 

An inclusive index of the QUARTERLY will be published at the end of Volume 5. The QUARTERLY is indexed currently by the Public Affairs Information Service and the International Index to Periodicals.

IN